

ABSTRACT

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Correlation on Mindfulness and Impulsive Buying Among Adolescent Girls Who Conduct Online Shopping; Sandy Kartasasmita, M. Psi. Undergraduate Program In Psychology, Tarumanagara University (i-xii; 64 pages, R1-R5, Appdx 1- 44)

The aim of this study was to determine the relationship between mindfulness and impulsive buying on adolescent girls. This study included 401 subjects using purposive sampling technique. Most subject in this study were 19 years with the family income levels of 5.1 to 10 million. The Media which often used for online shopping are smartphones, and most of the shopping activity is done once every 1 or 2 months. Fashion become most purchased items in online shopping and many more subjects often shop at stores online in social media. The results showed a negative and significant relationship between mindfulness with impulsive buying. From analysis, it is known that affective aspect to be the dominant factor in impulsive buying. The results of the regression analysis show the strength of the effect of mindfulness on impulsive buying is not so great, and among the five dimensions of mindfulness dimension only acting with awareness dimension significantly influencing impulse purchases.

Key Words: mindfulness, impulsive buying, and online shopping